

| (BRAZIL) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|-------|-------|-------|-------|-------|-------|
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| ULTRA LOW (0 - 6 mg.) | 0.1 | -- | -- | -- | ---- | |
| LOW (6 - 10 mg.) | 4.1 | 5.6 | 6.4 | 7.2 | 9.5 | 12.7 |
| MEDIUM (10 - 15 mg.) | 59.4 | 54.2 | 49.0 | 49.6 | 50.5 | 36.9 |
| HIGH/FULL FLAVOR (15 mg and over) | 36.4 | 40.2 | 44.6 | 43.2 | 40.0 | 50.4 |
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLOND | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 0.7 | 0.2 | 0.5 | 0.1 | 0.1 | -- |
| 80 MM to 85 MM | 92.0 | 92.2 | 91.0 | 89.1 | 87.9 | 87.9 |
| 90 MM | 0.1 | 0.1 | 0.6 | 0.8 | 0.8 | 0.8 |
| 100 MM | 7.3 | 7.6 | 8.5 | 10.8 | 11.2 | 11.3 |
| OVER 100 MM | -- | -- | -- | -- | -- | -- |
| PACK COUNT SEGMENTATION % | | | | | | |
| 20 CIGTS/PACK | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 91.7 | 90.7 | 90.7 | 88.8 | 88.3 | 87.0 |
| FLIP TOP BOX | 8.3 | 9.3 | 9.3 | 11.2 | 11.7 | 13.0 |
| PRINCESS PACK | -- | -- | -- | -- | -- | -- |
| CIGARETTE ADVERTISING MEDIA AVAILABILITY | | | | | | |
| *NOTATIONS: 1) YES | | | | | | |
| 2) BANNED | | | | | | |
| 3) RESTRICTED | | | | | | |
| A) TELEVISION | 3 | 3 | 3 | 3 | 3 | 3 |
| B) RADIO | 1 | 1 | 3 | 3 | 3 | 3 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 2 | 2 | 2 | 2 | 3 | 3 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 3 | 3 | 3 | 3 | 3 | 3 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 3 | 3 |

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(BRAZIL)

1986 1987 1988 1989 1990 1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | |
|----------------------|----|----|-----|-----|-----|-----|
| WARNING ON: A) PACKS | NO | NO | YES | YES | YES | YES |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | YES | YES | YES | YES |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

TAR BANDS PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

CONSUMPTION OF OTHER TOBACCO PRODUCTS

| | | | | | | |
|--------------------------------|---------|----------|-------|-----|-----|-----|
| CIGARS (MILLIONS) | 177.1 | 180.9 | 184.8 | N/A | N/A | N/A |
| PIPE TOBACCO (THOUSAND KILOS) | 177.6 | 181.4 | 185.3 | N/A | N/A | N/A |
| ROLL YOUR OWN (THOUSAND KILOS) | 7,600.0 | 22,000.0 | N/A | N/A | N/A | N.A |

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LATIN AMERICA 11

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
| TOTAL CIGARETTE CONSUMPTION | | | | | | |
| OF WHICH LOCAL MANUFACTURE: (BILLIONS) | 8.5 | 8.8 | 9.4 | 10.0 | 10.3 | 10.4 |
| IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year. | | | | | | |
| POPULATION TOTAL (MILLIONS) | 12.0 | 12.0 | 12.5 | 12.7 | 12.9 | 13.1 |
| PER CAPITA CONSUMPTION | 708 | 733 | 752 | 787 | 798 | 794 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION | -- | -- | -- | -- | -- | -- |
| % OF FEMALE POPULATION | -- | -- | -- | -- | -- | -- |
| % OF MALE POPULATION | -- | -- | -- | -- | -- | -- |
| COMPANY SHARES | | | | | | |
| 1) PHILIP MORRIS (MANUF. FACIL) | 3.5 | 3.3 | 3.1 | 2.8 | 2.8 | 2.2 |
| 2) BAT (C.C.T.) | 95.3 | 95.8 | 96.6 | 97.0 | 97.2 | 97.8 |
| 3) RJR (COSUR) | 1.2 | 0.9 | 0.3 | 0.2 | -- | -- |

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| (CHILE) | | | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-----------------------------|------------------------|--------------|-------------|------|------------|------------|-------------|------------|
| BRAND FAMILY SHARES % | | | | | | | | |
| BRAND NAME | TRADEMARK OWNERSHIP | MANUFACTURER | | | | | | |
| 1) ADVANCE | BAT | C.C.T. | 21.3 | 24.4 | 23.2 | 21.3 | 20.6 | 20.1 |
| 2) DERBY | BAT | C.C.T. | 26.4 | 23.2 | 23.5 | 21.8 | 19.5 | 17.9 |
| 3) BELMONT | BAT | C.C.T. | 9.3 | 9.9 | 9.4 | 9.7 | 12.5 | 14.1 |
| 4) LIFE | BAT | C.C.T. | 2.9 | 1.7 | 0.9 | 3.8 | 8.4 | 13.8 |
| 5) HILTON | BAT | C.C.T. | 8.1 | 8.6 | 9.0 | 10.6 | 9.8 | 9.6 |
| 6) VICEROY | BAT | C.C.T. | 6.8 | 8.3 | 10.1 | 8.3 | 9.2 | 7.2 |
| 7) LUCKY STRIKE | BAT | C.C.T. | 2.2 | 2.0 | 2.5 | 2.7 | 3.6 | 3.6 |
| 8) RECORD | BAT | C.C.T. | 7.6 | 6.1 | 8.3 | 7.5 | 4.0 | 3.5 |
| 9) KENT | BAT | C.C.T. | 3.9 | 5.2 | 5.2 | 4.6 | 4.4 | 3.5 |
| 10) PALL MALL | BAT | C.C.T. | 1.3 | 2.0 | 1.9 | 3.5 | 3.8 | 3.2 |
| 11) WINDSOR | BAT | C.C.T. | 1.4 | 1.1 | 1.0 | 1.1 | 1.0 | 0.8 |
| 12) BOND | PM | F.A.C.I.L. | 1.1 | 0.8 | 0.8 | 0.8 | 0.8 | 0.7 |
| 13) MARLBORO | PM | F.A.C.I.L. | --- | 0.2 | 0.4 | 0.6 | 0.7 | 0.5 |
| 14) CHESTERFIELD | PM | F.A.C.I.L. | 0.9 | 0.7 | 0.6 | 0.5 | 0.6 | 0.5 |
| 15) TURBO | FACIL | F.A.C.I.L. | 0.7 | 1.1 | 0.9 | 0.6 | 0.5 | 0.3 |
| 16) CASSINO | BAT | C.C.T. | 2.1 | 1.4 | 0.4 | 0.2 | 0.2 | 0.2 |
| OTHERS | | | 4.0 | 2.3 | 1.9 | 2.4 | 0.4 | 0.5 |
| MARKET SEGMENTATION % | | | | | | | | |
| FILTER (NON-MENTHOL) | | | 98.3 | 98.7 | 99.0 | 99.0 | 99.3 | 99.2 |
| FILTER MENTHOL | | | 0.4 | 0.4 | -- | 0.1 | -- | 0.1 |
| NON-FILTER | | | 1.3 | 0.9 | 1.0 | 0.9 | 0.7 | 0.7 |
| PRICE SEGMENTATION % | | | | | | | | |
| PREMIUM (IMPORTED CIGS.) | | | \$1.05-9.40 | 9.4 | \$1.09-9.5 | \$1.00-4.8 | \$1.28-4.33 | \$1.38-3.8 |
| HIGH | | | .85-29.0 | 18.7 | .97-7.3 | .81-21.2 | 1.10-21.25 | 1.21-7.34 |
| MEDIUM | | | .70-11.0 | 25.4 | .84-38.5 | .79-49 | .89-50.50 | 1.07-24.86 |
| MEDIUM/LOW | | | .56-42.0 | 39.0 | .68-33.4 | .56-7.64 | .68-11.74 | .85-39.24 |
| LOW | | | .48-9.0 | 7.6 | .50-11.3 | .35-17.3 | .56-12.18 | .59-24.65 |
| TOBACCO TYPE SEGMENTATION % | | | | | | | | |
| BLOND: VIRGINIA | | | -- | -- | -- | -- | -- | -- |
| PACK TYPE SEGMENTATION % | | | | | | | | |
| SOFT PACK | | | 97.5 | 97.3 | 96.4 | 96.0 | 93.4 | 94.0 |
| FLIP TOP BOX | | | 2.5 | 2.7 | 3.6 | 4.0 | 6.6 | 6.0 |

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LATIN AMERICA 13

(CHILE)

1986

1987

1988

1989

1990

1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

| | | | | | | |
|---------------|---|---|---|---|---|---|
| A) TELEVISION | 3 | 3 | 3 | 3 | 3 | 3 |
| B) RADIO | 1 | 1 | 1 | 1 | 1 | 1 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | |
|----------------------|-----|-----|-----|-----|-----|-----|
| WARNING ON: A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | YES | YES | YES | YES | YES | YES |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

TAR BANDS PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

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LATIN AMERICA 14

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|--------|--------|--------|--------|--------|--------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 19,972 | 18,100 | 17,002 | 16,550 | 16,500 | 16,100 |
| POPULATION TOTAL (MILLIONS) | 28.3 | 28.9 | 30.0 | 30.5 | 31.0 | 31.6 |
| PER CAPITA CONSUMPTION | 706 | 626 | 567 | 543 | 532 | 510 |
| COMPANY SHARES | | | | | | |
| 1)CIA. COLOMBIANA DE TABACO (COL) | 67.5 | 68.0 | 68.3 | 68.8 | 65.7 | 63.2 |
| 2)PROTABACO S.A. (PRO) | 31.5 | 32.0 | 31.7 | 31.2 | 34.3 | 36.8 |

(COLOMBIA)

1986 1987 1988 1989 1990 1991

BRAND SHARES %

| BRAND NAME | TRADEMARK OWNERSHIP | MANUFACTURER | | | | | | |
|-------------------|------------------------|--------------|------|------|------|------|------|------|
| 1)ROYAL | COL | COL | 12.6 | 15.4 | 14.8 | 16.5 | 20.1 | 23.6 |
| 2)PRESIDENT | PRO | PRO | 17.6 | 18.3 | 18.2 | 17.0 | 20.5 | 22.2 |
| 3)MUSTANG | PRO | PRO | 17.8 | 13.7 | 13.5 | 14.2 | 13.8 | 14.6 |
| 4)IMPERIAL SP | COL | COL | 15.2 | 13.0 | 15.1 | 16.1 | 14.1 | 12.5 |
| 5)PIELROJA REG | COL | COL | 19.7 | 17.5 | 15.6 | 14.0 | 13.7 | 11.8 |
| 6)DERBY | COL | COL | 15.9 | 13.2 | 13.5 | 12.7 | 12.4 | 11.1 |
| 7)CAMPEON | COL | COL | -- | 1.5 | 0.7 | 2.0 | 2.2 | 2.5 |
| 8)HIDALGOS | COL | COL | 2.7 | 2.9 | 2.3 | 2.3 | 1.2 | 0.8 |
| 9)PIELROJA F. | COL | COL | 5.2 | 2.2 | 1.9 | 2.0 | 0.8 | 0.6 |
| 10)MONTECARLO FIL | PRO | PRO | 1.1 | 1.0 | 0.7 | 0.7 | 0.2 | 0.1 |
| 11)NACIONAL FIL | NAL | COL | 1.1 | 1.3 | 0.9 | 0.5 | 0.4 | 0.0 |

MARKET SEGMENTATION%

| | | | | | | |
|----------------------|------|------|------|------|------|------|
| FILTER (NON-MENTHOL) | 87.7 | 82.5 | 88.4 | 86.0 | 86.3 | 88.2 |
| NON-FILTER | 12.3 | 17.5 | 15.6 | 14.0 | 13.7 | 11.8 |

PRICE SEGMENTATION

| | | | | | | |
|---------------------------|------|------|------|------|------|------|
| PREMIUM (US 0.85 AND UP) | -- | -- | -- | -- | -- | -- |
| HIGH (US 0.55 TO 0.70) | 13.6 | 16.4 | 15.5 | 17.2 | 20.3 | 23.7 |
| MEDIUM (US 0.40 TO 0.50) | 49.7 | 39.9 | 42.1 | 43.0 | 40.3 | 38.2 |
| LOW (US 0.29 TO 0.35) | 23.8 | 26.2 | 25.0 | 23.8 | 25.1 | 26.1 |
| ECONOMY (US 0.20 TO 0.25) | 12.3 | 17.5 | 15.6 | 14.0 | 13.7 | 11.8 |

TAR & NICOTINE SEGMENTATION%

| | | | | | | |
|-------------------------------|------|------|------|------|------|------|
| LOW (BELOW 15MG) | 1.1 | 1.0 | 0.7 | 0.7 | 0.2 | 0.1 |
| HIGH/FULL FLAVOR (ABOVE 15MG) | 98.9 | 99.0 | 99.3 | 99.3 | 99.8 | 99.9 |

*Less than 0.1%

(COLOMBIA)

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-----------------------------|------|------|------|------|------|------|
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLOND: | 63.6 | 56.3 | 57.6 | 60.2 | 60.6 | 61.9 |
| MIXED | 17.6 | 19.8 | 19.9 | 19.0 | 22.7 | 24.6 |
| BLACK | 18.8 | 23.9 | 20.7 | 18.8 | 16.1 | 13.2 |
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 19.7 | 17.5 | 15.6 | 14.0 | 13.7 | 11.8 |
| 80 MM TO 85 MM | 87.7 | 82.5 | 84.4 | 86.0 | 86.3 | 88.2 |
| PACK COUNT SEGMENTATION % | | | | | | |
| UP TO 10 CIGTS/PACK | 9.3 | 7.6 | 8.4 | 8.0 | 7.9 | 7.7 |
| 16 TO 19 CIGTS/PACK | 12.3 | 12.7 | 11.6 | 14.0 | 13.7 | 11.8 |
| 20 CIGTS/PACK | 71.0 | 71.9 | 76.0 | 78.0 | 78.4 | 80.5 |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 86.4 | 83.6 | 84.5 | 82.8 | 79.7 | 76.3 |
| FLIP TOP BOX | 13.6 | 16.4 | 15.5 | 17.2 | 20.3 | 23.7 |

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LATIN AMERICA 17

(COLOMBIA)

1986

1987

1988

1989

1990

1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

| | | | | | | |
|------------------|---|---|---|---|---|---|
| A) TELEVISION | 3 | 3 | 3 | 3 | 3 | 3 |
| B) RADIO | 1 | 1 | 1 | 1 | 1 | 1 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 3 | 3 | 3 | 3 | 3 | 3 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | |
|----------------------|-----|-----|-----|-----|-----|-----|
| WARNING ON: A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | (1) | (1) | (1) | (1) | (1) | (1) |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

TAR BAND PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

(1) WARNING ON T.V. ADVERTISING ONLY.

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LATIN AMERICA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
| TOTAL CIGARETTE CONSUMPTION (BILLIONS) | 2.2 | 2.3 | 2.1 | 2.0 | 2.1 | 2.0 |
| POPULATION TOTAL (MILLIONS) | 2.7 | 2.7 | 2.8 | 2.9 | 3.0 | 3.2 |
| PER CAPITA CONSUMPTION | 815 | 821 | 757 | 696 | 703 | 634 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION | 22.6 | -- | -- | 20.1 | -- | 21.6 |
| % OF FEMALE POPULATION | 10.1 | -- | -- | 10.2 | -- | 10.9 |
| % OF MALE POPULATION | 33.2 | -- | -- | 29.5 | -- | 30.6 |
| COMPANY SHARES | | | | | | |
| 1) REPUBLIC TOBACCO CO. | 72.9 | 72.5 | 72.5 | 72.5 | 71.7 | 70.2 |
| 2) TABACALERA COSTARRICENSE, S.A. | 27.1 | 27.5 | 27.5 | 27.5 | 28.3 | 29.8 |

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LATIN AMERICA 19

(COSTA RICA)

1986 1987 1988 1989 1990 1991

BRAND FAMILY SHARES %

| BRAND NAME | TRADEMARK OWNERSHIP | MANUFACTURER | | | | | | |
|-----------------|---------------------|--------------|------|------|------|------|------|------|
| 1) DELTA | B.A.T. | R.T.CO. | 50.1 | 50.7 | 51.1 | 53.7 | 54.5 | 54.1 |
| 2) DERBY | B.A.T. | T.C.S.A. | 19.1 | 20.6 | 20.9 | 21.6 | 22.5 | 23.9 |
| 3) TICOS | B.A.T. | R.T.CO. | 8.0 | 7.1 | 6.4 | 5.7 | 5.9 | 5.6 |
| 4) MARLBORO | P.M. | T.C.S.A. | 2.8 | 3.1 | 3.3 | 3.6 | 4.2 | 4.6 |
| 5) REX | B.A.T. | R.T.CO. | 4.6 | 4.5 | 4.1 | 3.9 | 3.8 | 3.3 |
| 6) CAPRI | B.A.T. | R.T.CO. | 4.8 | 4.3 | 3.8 | 3.4 | 3.0 | 2.7 |
| 7) EMU | B.A.T. | R.T.CO. | 0.4 | 1.6 | 2.3 | 1.8 | 1.5 | 1.3 |
| 8) LUCKY STRIKE | B.A.T. | R.T.CO. | -- | -- | -- | -- | 0.8 | 1.2 |
| 9) KOOL | B.A.T. | R.T.CO. | 0.5 | 0.5 | 0.6 | 0.5 | 0.6 | 0.7 |
| 10) VICEROY | B.A.T. | R.T.CO. | 0.9 | 0.9 | 0.8 | 0.7 | 0.6 | 0.6 |
| 11) TEMPO | B.A.T. | R.T.CO. | -- | -- | -- | 0.7 | 0.4 | 0.4 |
| 12) MONTEREY | B.A.T. | T.C.S.A. | 0.9 | 0.8 | 0.6 | 0.5 | 0.4 | 0.4 |
| 13) BELMONT | B.A.T. | R.T.CO. | 0.7 | 0.6 | 0.5 | 0.4 | 0.3 | 0.3 |
| 14) SAVOY | B.A.T. | T.C.S.A. | 0.4 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 |
| 15) WEST | REEMSTMA | T.C.S.A. | 1.1 | 0.6 | 0.4 | 0.2 | 0.2 | 0.1 |
| 16) ROYAL | B.A.T. | T.C.S.A. | 0.4 | 0.3 | 0.3 | 0.2 | 0.1 | 0.1 |
| 17) FORTUNA | B.A.T. | T.C.S.A. | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 | 0.0 |
| 18) HILTON | B.A.T. | T.C.S.A. | -- | -- | 0.5 | 0.3 | 0.1 | 0.0 |
| 19) OTHERS | | | 4.0 | 2.9 | 2.4 | 1.8 | 0.8 | 0.6 |

MARKET SEGMENTATION%

| | | | | | | |
|----------------------|------|------|------|------|------|------|
| FILTER (NON-MENTHOL) | 97.1 | 97.3 | 96.7 | 96.7 | 97.2 | 97.1 |
| FILTER MENTHOL | 1.4 | 1.4 | 2.2 | 2.3 | 2.0 | 2.2 |
| NON-FILTER | 1.5 | 1.3 | 1.1 | 1.0 | 0.8 | 0.7 |

PRICE SEGMENTATION %

| | | | | | | |
|-----------|------|------|------|------|------|------|
| PREMIUM A | 4.1 | -- | -- | -- | -- | -- |
| PREMIUM B | 6.3 | 10.2 | 9.7 | 9.4 | 9.6 | 9.6 |
| HIGH | 24.7 | 26.6 | 28.0 | 27.5 | 28.2 | 29.3 |
| MEDIUM A | 54.0 | 53.7 | 53.9 | 55.7 | 55.8 | 55.1 |
| MEDIUM B | 9.0 | 8.2 | 7.3 | 6.4 | 5.6 | 5.3 |
| LOW | 1.9 | 1.3 | 1.1 | 1.0 | 0.8 | 0.8 |

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LATIN AMERICA 20

| (COSTA RICA) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|-------|-------|-------|-------|-------|-------|
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLACK | | | | | | |
| BLOND | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MIXED | | | | | | |
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 1.5 | 1.3 | 1.1 | 1.0 | 0.8 | 0.7 |
| 80 MM TO 85 MM | 98.5 | 98.7 | 98.1 | 98.3 | 98.8 | 99.0 |
| 95 MM | -- | -- | -- | -- | 0.4 | 0.4 |
| PACK COUNT SEGMENTATION % | | | | | | |
| 20 CIGTS/PACK | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 76.4 | 75.0 | 73.8 | 73.2 | 71.4 | 68.0 |
| FLIP TOP BOX | 23.6 | 25.0 | 26.2 | 26.8 | 28.6 | 32.0 |
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| FULL FLAVOR | 97.2 | 97.0 | 96.5 | 96.4 | 96.3 | 95.6 |
| LOW | 2.8 | 3.0 | 3.5 | 3.6 | 3.7 | 4.4 |
| CIGARETTE ADVERTISING MEDIA AVAILABILITY | | | | | | |
| *NOTATIONS: 1) YES | | | | | | |
| 2) BANNED | | | | | | |
| 3) RESTRICTED | | | | | | |
| A) TELEVISION | 3 | 3 | 3 | 3 | 3 | 3 |
| B) RADIO | 3 | 3 | 3 | 3 | 3 | 3 |
| C) NEWSPAPERS | 1 | 3 | 3 | 3 | 3 | 3 |
| D) MAGAZINES | -- | 3 | 3 | 3 | 3 | 3 |
| E) COUPONS | -- | 2 | 2 | 2 | 2 | 2 |
| F) POINT OF SALE | -- | 3 | 3 | 3 | 3 | 3 |
| G) BILLBOARDS | -- | 3 | 3 | 3 | 3 | 3 |
| H) CINEMA | 3 | 3 | 3 | 3 | 3 | 3 |
| I) SAMPLING | 1 | 3 | 3 | 3 | 3 | 3 |

9062062902

(COSTA RICA)

1986 1987 1988 1989 1990 1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | | |
|-------------|----------------|-----|-----|-----|-----|-----|-----|
| WARNING ON: | A) PACKS | YES | YES | YES | YES | YES | YES |
| | B) CARTONS | NO | NO | NO | NO | NO | NO |
| | C) ADVERTISING | NO | NO | NO | NO | NO | NO |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

TAR BAND PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

2062062902

LATIN AMERICA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | | |
|--|-----------|--------------|-------|-------|-------|------|------|------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 4,057 | 4,466 | 4,462 | 4,570 | 4,405 | 4349 | | |
| POPULATION TOTAL (MILLIONS) | 6.1 | 6.2 | 6.4 | 6.5 | 6.6 | 6.7 | | |
| PER CAPITA CONSUMPTION | 665 | 720 | 697 | 703 | 667 | 649 | | |
| SMOKER INCIDENCE | | | | | | | | |
| % OF TOTAL POPULATION | 18.7 | 18.2 | 18.0 | 18.0 | 18.0 | 17.9 | | |
| % OF FEMALE POPULATION | 19.4 | 19.3 | 19.0 | 19.1 | 19.0 | 18.9 | | |
| % OF MALE POPULATION | 18.9 | 18.7 | 18.5 | 18.4 | 18.4 | 18.3 | | |
| COMPANY SHARES | | | | | | | | |
| 1) E. LEON JIMENES, C. POR A. (PM) | 64.2 | 65.1 | 69.9 | 70.7 | 73.1 | 74.2 | | |
| 2) COMPANIA ANOMINA TABACALERA | 35.8 | 34.9 | 30.1 | 29.3 | 26.9 | 25.8 | | |
| BRAND FAMILY SHARES % | | | | | | | | |
| | TRADEMARK | | | | | | | |
| BRAND NAME | OWNERSHIP | MANUFACTURER | | | | | | |
| 1) MARLBORO | PM | ELJ | 44.4 | 45.1 | 49.3 | 51.1 | 49.3 | 46.7 |
| 2) NACIONAL | ELJ | ELJ | 17.1 | 16.6 | 18.3 | 19.6 | 24.0 | 27.5 |
| 3) MONTECARLO | CAT | CAT | 26.1 | 26.4 | 22.2 | 19.1 | 16.6 | 15.0 |
| 4) CREMAS | CAT | CAT | 4.1 | 3.0 | 2.7 | 3.5 | 2.6 | 2.7 |
| 5) CASINO | CAT | CAT | 2.4 | 2.0 | 2.0 | 2.5 | 1.6 | 1.8 |

8064064902

| (DOMINICAN REPUBLIC) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-----------------------------|------|------|-------|-------|------|-------|
| MARKET SEGMENTATION | | | | | | |
| FILTER (NON-MENTHOL) | 89.4 | 89.2 | 90.8 | 90.0 | 90.2 | 89.8 |
| FILTER MENTHOL | 5.0 | 5.7 | 6.5 | 6.5 | 7.2 | 7.5 |
| NON-FILTER | 5.6 | 5.1 | 2.7 | 3.5 | 2.6 | 2.7 |
| PRICE SEGMENTATION | | | | | | |
| HIGH US\$0.90 12/82 | 72.4 | 74.8 | 75.0 | 73.8 | 69.8 | 65.7 |
| MEDIUM 0.70 12/82 | 17.3 | 16.9 | 18.3 | 20.2 | 26.0 | 29.8 |
| LOW 0.40 12/82 | 10.3 | 8.3 | 6.7 | 6.0 | 4.2 | 4.5 |
| TAR & NICOTINE SEGMENTATION | | | | | | |
| LOW | 4.9 | 6.0 | 6.5 | 7.1 | 7.1 | 6.9 |
| HIGH/FULL FLAVOR | 95.1 | 94.0 | 93.5 | 92.9 | 92.9 | 93.1 |
| TOBACCO TYPE SEGMENTATION | | | | | | |
| BLOND (AMERICAN) | 89.7 | 91.7 | 93.3 | 94.0 | 95.8 | 95.5 |
| BLACK | 10.3 | 8.3 | 6.7 | 6.0 | 4.2 | 4.5 |
| LENGTH SEGMENTATION | | | | | | |
| 70 MM AND SHORTER | 0.1 | 0.1 | -- | -- | 0.1 | -- |
| 80 MM TO 85 MM | 99.9 | 99.9 | 100.0 | 100.0 | 99.9 | 100.0 |
| PACK COUNT SEGMENTATION | | | | | | |
| UP TO 10 CIGTS/PACK | 75.7 | 76.0 | 74.5 | 76.0 | 76.0 | 76.5 |
| 20 CIGTS/PACK | 24.3 | 24.0 | 25.5 | 24.0 | 24.0 | 23.5 |
| PACK TYPE SEGMENTATION | | | | | | |
| SOFT PACK | 86.9 | 87.0 | 86.3 | 85.5 | 85.5 | 86.6 |
| FLIP TOP BOX | 13.1 | 13.0 | 13.7 | 14.5 | 14.5 | 13.4 |

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(DOMINICAN REPUBLIC)

1986 1987 1988 1989 1990 1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

| | | | | | | |
|------------------|---|---|---|---|---|---|
| A) TELEVISION | 1 | 1 | 1 | 1 | 1 | 1 |
| B) RADIO | 1 | 1 | 1 | 1 | 1 | 1 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 2 | 2 | 2 | 2 | 2 | 2 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | |
|----------------------|----|----|----|----|----|----|
| WARNING ON: A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

TAR BANDS PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 3786 | 3604 | 3076 | 3069 | 3045 | 2949 |
| OF WHICH LOCAL MANUFACTURE: | 100% | 100% | 100% | 100% | 100% | 100% |
| POPULATION TOTAL (MILLIONS)* | 9.7 | 9.9 | 10.2 | 10.5 | 10.8 | 11.1 |
| PER CAPITA CONSUMPTION | 392 | 363 | 302 | 292 | 282 | 265 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION | 35.2 | 34.1 | 34.0 | 33.1 | 33.1 | 32.4 |
| % OF FEMALE POPULATION | 17.7 | 17.2 | 17.3 | 12.0 | 12.0 | 13.0 |
| % OF MALE POPULATION | 50.0 | 51.5 | 51.9 | 55.5 | 55.5 | 52.0 |
| COMPANY SHARES | | | | | | |
| 1) PROESA | 78.9 | 80.9 | 81.3 | 80.1 | 79.5 | 79.5 |
| 2) EL PROGRESO | 21.1 | 19.1 | 18.7 | 19.9 | 20.5 | 20.5 |

*Ref: MARKOP

1162062902

| (ECUADOR) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-----------|------|------|------|------|------|------|
|-----------|------|------|------|------|------|------|

BRAND FAMILY SHARES %

| BRAND NAME | TRADEMARK | OWNERSHIP | MANUFACTURER | | | | | | |
|-----------------|-----------|-------------|--------------|------|------|------|------|------|--|
| 1) LARK | PMI | TANASA | 37.2 | 39.1 | 40.1 | 36.1 | 35.4 | 34.6 | |
| 2) LIDER | PMI | TANASA | 27.8 | 30.1 | 29.0 | 31.3 | 31.8 | 32.4 | |
| 3) FULL SPEED | EL PROG. | EL PROGRESO | 12.7 | 11.8 | 13.1 | 15.9 | 17.3 | 17.7 | |
| 4) MARLBORO | PMI | TANASA | 9.3 | 8.9 | 10.4 | 9.2 | 9.3 | 9.8 | |
| 5) SUPERIOR | PMI | TANASA | 1.5 | 0.8 | 0.6 | 3.0 | 2.7 | 2.4 | |
| 6) KING | EL PROG. | EL PROGRESO | 1.6 | 1.5 | 1.5 | 1.1 | 1.1 | 1.1 | |
| 7) DORAL | EL PROG. | EL PROGRESO | 6.0 | 4.4 | 2.9 | 2.1 | 1.2 | 0.8 | |
| 8) CHESTERFIELD | PMI | TANASA | 0.9 | 0.9 | 0.5 | 0.5 | 0.4 | 0.4 | |
| 9) SALEM | RJR | EL PROGRESO | 0.6 | 0.7 | 0.9 | 0.8 | 0.8 | 0.3 | |
| 10) TEMPO | EL PROG. | EL PROGRESO | -- | 0.7 | 0.4 | -- | -- | -- | |
| 11) WEST | REEMTSMA | TANASA | 0.7 | 0.7 | 0.3 | -- | -- | -- | |
| 12) BARONET | PMI | TANASA | 1.0 | 0.5 | 0.3 | -- | -- | -- | |
| 13) MAPLETON | PMI | TANASA | 0.4 | 0.1 | 0.0 | -- | -- | -- | |
| OTHERS | | | 0.3 | 0.1 | 0.04 | -- | -- | 0.5 | |

MARKET SEGMENTATION %

| | | | | | | | |
|----------------------|---------|------|------|------|------|------|------|
| FILTER (NON-MENTHOL) | REGULAR | 14.5 | 12.6 | 13.9 | 14.7 | 15.7 | 16.2 |
| FILTER MENTHOL | | 0.9 | 0.9 | 0.9 | 1.7 | 0.8 | 0.8 |
| NON-FILTER | | 13.0 | 12.0 | 12.8 | 14.2 | 15.2 | 20.1 |
| FILTER CHARCOAL | | 71.6 | 74.5 | 72.4 | 70.4 | 68.4 | 62.9 |

PRICE SEGMENTATION %OFFICIAL RATE FREE RATE

| | | | | | | | | |
|---------------|--------|------|------|------|------|------|------|------|
| PREMIUM | 0.69 | 0.49 | 48.5 | 49.8 | 52.0 | 46.6 | 45.9 | 45.0 |
| HIGH | 0.64 | 0.45 | 33.9 | 35.2 | 32.3 | 33.4 | 33.0 | 33.8 |
| MEDIUM | 0.59 | 0.41 | 2.4 | 1.2 | 0.8 | -- | -- | -- |
| LOW | 0.46 | 0.32 | 1.1 | 1.2 | 1.2 | 1.1 | 1.1 | 1.1 |
| ECONOMY | 0.22 | 0.18 | 14.1 | 12.6 | 13.7 | 18.9 | 20.0 | 20.1 |
| OFFICIAL RATE | 449.00 | | | | | | | |
| FREE RATE | 525.00 | | | | | | | |

TAR & NICOTINE SEGMENTATION %

| | | | | | | |
|------------------|------|------|------|------|------|------|
| MEDIUM | 36.3 | 37.6 | 35.0 | 36.2 | 36.2 | 37.2 |
| HIGH/FULL FLAVOR | 63.7 | 62.4 | 65.0 | 63.8 | 63.8 | 62.8 |

TOBACCO TYPE SEGMENTATION %

| | | | | | | |
|-----------------|------|------|------|------|------|------|
| BLOND: AMERICAN | 85.9 | 87.4 | 86.3 | 81.1 | 80.0 | 79.9 |
| BLACK | 14.1 | 12.6 | 13.7 | 18.9 | 20.0 | 20.1 |

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LATIN AMERICA 27

| (ECUADOR) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|-------|------|------|------|
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 13.0 | 12.0 | 12.2 | 13.1 | 15.2 | 15.1 |
| 80 MM to 85 MM | 87.0 | 88.0 | 87.8 | 86.9 | 84.8 | 84.9 |
| PACK COUNT SEGMENTATION % | | | | | | |
| 10 CIGTS/PACK | 3.4 | 3.5 | 3.6 | 2.5 | 3.3 | 3.9 |
| 20 CIGTS/PACK | 96.4 | 96.5 | 96.4 | 97.5 | 96.7 | 96.1 |
| 18 CIGTS/PACK | 0.2 | -- | -- | -- | -- | -- |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 20.2 | 17.5 | 16.94 | 14.4 | 18.4 | 19.0 |
| FLIP TOP BOX | 79.8 | 82.5 | 83.06 | 85.6 | 81.6 | 81.0 |
| CIGARETTE ADVERTISING MEDIA AVAILABILITY | | | | | | |
| *NOTATIONS: 1) YES | | | | | | |
| 2) BANNED | | | | | | |
| 3) RESTRICTED | | | | | | |
| A) TELEVISION | 3 | 3 | 3 | 3 | 3 | 3 |
| B) RADIO | 1 | 1 | 1 | 1 | 1 | 1 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 3 | 3 | 3 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |
| HEALTH WARNING & T&N LISTINGS | | | | | | |
| ANSWER EITHER: YES OR NO | | | | | | |
| WARNING ON: A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | YES | YES | YES | YES | YES | YES |
| C) ADVERTISING (PRINTED) | YES | YES | YES | YES | YES | YES |
| SPECIFIC T&N NUMBERS ON: | | | | | | |
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING (PRINTED) | YES | YES | YES | YES | YES | YES |

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|-------|-------|-------|-------|-------|------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 1,893 | 1,930 | 1,876 | 1,407 | 1,559 | 1426 |
| POPULATION TOTAL (MILLIONS) | 4.8 | 4.9 | 5.2 | 5.3 | 5.3 | 5.4 |
| PER CAPITA CONSUMPTION | 394 | 394 | 361 | 265 | 296 | 264 |
| SMOKER INCIDENCE | | | | | | |
| % of TOTAL POPULATION | 22.0 | 20.2 | 22.4 | 20.5 | 20.4 | 19.4 |
| % OF FEMALE POPULATION | 4.8 | 3.9 | 5.6 | 4.7 | 4.9 | 2.4 |
| % of MALE POPULATION | 37.5 | 35.2 | 37.8 | 36.5 | 35.9 | 36.3 |
| COMPANY SHARES | | | | | | |
| 1)CIGARRERIA MORAZAN, S.A. DE C.V. (BAT) | 82.4 | 75.1 | 78.4 | 73.7 | 74.5 | 72.3 |
| 2)TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM) | 17.6 | 20.9 | 21.6 | 26.3 | 25.5 | 27.7 |

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(EL SALVADOR)

1986 1987 1988 1989 1990 1991

BRAND FAMILY SHARES %

| BRAND NAME | TRADEMARK OWNERSHIP | MANUFACTURER | | | | | | |
|------------------|---------------------|--------------|------|------|------|------|------|------|
| 1) DELTA | B.A.T. | MORAZAN | 58.9 | 57.8 | 57.4 | 57.3 | 58.6 | 57.6 |
| 2) DIPLOMAT | P.M.I. | TASASA | 8.3 | 10.8 | 12.3 | 15.6 | 14.8 | 17.1 |
| 3) CASINO | B.A.T. | MORAZAN | 13.1 | 10.6 | 10.0 | 8.3 | 7.2 | 6.8 |
| 4) MARLBORO | P.M.I. | TASASA | 4.8 | 4.9 | 4.8 | 6.0 | 6.0 | 6.1 |
| 5) BARONET | P.M.I. | TASASA | 3.8 | 4.5 | 4.0 | 3.7 | 2.5 | 2.3 |
| 6) REX | B.A.T. | MORAZAN | 4.1 | 4.0 | 3.9 | 2.8 | 2.5 | 2.1 |
| 7) YORK | B.A.T. | MORAZAN | 1.1 | 1.9 | 3.6 | 2.7 | 1.8 | 1.8 |
| 8) L&M KS | P.M.I. | TASASA | -- | -- | -- | -- | 0.4 | 1.7 |
| 9) IMPERIAL | B.A.T. | MORAZAN | -- | -- | -- | -- | 1.9 | 1.2 |
| 10) WINDSOR | B.A.T. | MORAZAN | 2.3 | 2.3 | 2.0 | 1.5 | 1.3 | 1.2 |
| 11) LUCKY STRIKE | B.A.T. | | -- | -- | -- | -- | -- | 0.8 |
| 12) MASTER | P.M.I. | TASASA | -- | -- | -- | -- | 1.2 | 0.5 |
| 13) VICEROY | B.A.T. | MORAZAN | 0.7 | 0.7 | 0.5 | 0.5 | 0.5 | 0.4 |
| 14) KOOL | B.A.T. | MORAZAN | -- | -- | -- | -- | 0.3 | 0.2 |
| 15) POLAR | B.A.T. | MORAZAN | 1.7 | 1.4 | 0.8 | 0.4 | 0.3 | 0.2 |
| 16) LIDER | P.M.I. | TASASA | -- | -- | -- | 0.8 | 0.5 | 0.0 |
| 17) CARIBE | P.M.I. | TASASA | 0.4 | 0.3 | 0.3 | 0.3 | 0.1 | 0.0 |
| 18) FIESTA | B.A.T. | MORAZAN | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 |

MARKET SEGMENTATION%

| | | | | | | |
|----------------------|------|------|------|------|------|------|
| FILTER (NON-MENTHOL) | 94.8 | 92.6 | 91.8 | 90.6 | 91.3 | 90.4 |
| FILTER MENTHOL | 5.1 | 7.3 | 7.9 | 9.4 | 8.7 | 9.6 |
| NON-FILTER | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |

TAR & NICOTINE SEGMENTATION%

| | | | | | | |
|------------------|------|------|------|------|------|------|
| HIGH/FULL FLAVOR | 95.2 | 95.4 | 96.1 | 96.2 | 96.8 | 97.0 |
|------------------|------|------|------|------|------|------|

TOBACCO TYPE SEGMENTATION %

| | | | | | | |
|-----------------|-----|-----|-----|-----|-----|-----|
| BLOND: AMERICAN | 100 | 100 | 100 | 100 | 100 | 100 |
|-----------------|-----|-----|-----|-----|-----|-----|

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LATIN AMERICA 30

| (EL SALVADOR) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|-------|-------|-------|-------|-------|-------|
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 0.5 | 0.4 | 0.4 | 0.4 | 0.2 | 0.0 |
| 80 MM TO 85 MM | 89.6 | 86.3 | 83.0 | 74.8 | 76.5 | 73.1 |
| 100 MM | 9.9 | 13.3 | 16.6 | 24.8 | 23.8 | 26.9 |
| PACK COUNT SEGMENTATION % | | | | | | |
| 20 CIGTS/PACK | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 95.8 | 95.5 | 95.8 | 94.5 | 93.5 | 91.5 |
| FLIP TOP BOX | 4.2 | 4.5 | 4.2 | 5.5 | 6.5 | 8.5 |
| CIGARETTE ADVERTISING MEDIA AVAILABILITY | | | | | | |
| *NOTATIONS: 1) YES | | | | | | |
| 2) BANNED | | | | | | |
| 3) RESTRICTED | | | | | | |
| A) TELEVISION | 1 | 1 | 1 | 1 | 1 | 1 |
| B) RADIO | 1 | 1 | 1 | 1 | 1 | 1 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

9167067902

(EL SALVADOR)

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

2657907912

LATIN AMERICA 32

PHILIP MORRIS INTERNATIONAL FACT BOOK

| NAME OF MARKET: | GUATEMALA | | | | | |
|--|-----------|-------|-------|-------|-------|-------|
| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 1,804 | 1,998 | 1,933 | 1,927 | 1,804 | 1,778 |
| POPULATION TOTAL (MILLIONS) | 8.3 | 9.4 | 9.2 | 9.3 | 9.4 | 9.5 |
| PER CAPITA CONSUMPTION | 217 | 213 | 210 | 207 | 192 | 187 |
| COMPANY SHARES | | | | | | |
| 1) TACASA (PMI) | 45.1 | 48.7 | 51.1 | 49.8 | 51.6 | 52.9 |
| 2) TNSA (BAT) | 54.9 | 51.3 | 48.9 | 50.2 | 48.4 | 47.1 |
| BRAND FAMILY SHARES % | | | | | | |
| TRADEMARK | | | | | | |
| OWNERSHIP | | | | | | |
| MANUFACTURER | | | | | | |
| 1) RUBIOS | 39.5 | 41.4 | 43.0 | 41.2 | 43.1 | 46.5 |
| 2) CASINO | 18.8 | 17.4 | 16.1 | 17.9 | 17.0 | 17.0 |
| 3) BELMONT | 18.0 | 18.9 | 20.3 | 20.4 | 15.6 | 11.8 |
| 4) MONTANA | -- | -- | -- | -- | -- | 9.9 |
| 5) MARLBORO | 2.3 | 2.8 | 3.2 | 3.6 | 3.4 | 3.9 |
| 6) IMPERIAL | -- | -- | -- | 1.2 | 7.9 | 3.2 |
| 7) PAYASOS | 2.8 | 2.4 | 2.1 | 2.1 | 2.1 | 2.1 |
| 8) DIPLOMAT | 1.3 | 1.4 | 1.8 | 1.9 | 1.5 | 1.4 |
| 9) RECORD | 5.2 | 4.2 | 3.5 | 3.1 | 2.3 | 1.0 |
| 10) HILTON | 6.0 | 5.0 | 3.9 | 3.3 | 2.1 | 1.0 |
| 11) DERBY | -- | -- | 3.1 | 2.7 | 2.0 | 1.0 |
| 12) VICEROY | 0.6 | 0.5 | 0.5 | 0.5 | 0.3 | 0.3 |
| 13) PLAZA | 2.1 | 1.6 | 1.4 | 1.1 | 0.6 | 0.3 |
| 14) WEST | -- | -- | -- | -- | -- | -- |
| 15) VICTOR | 0.1 | -- | -- | -- | -- | -- |
| 16) CLUB | -- | -- | -- | 0.4 | -- | -- |
| 17) ALAS | 0.3 | 0.3 | 0.2 | 0.2 | -- | -- |
| OTHERS | 3.0 | 4.1 | 0.9 | 0.8 | 2.1 | 0.6 |
| MARKET SEGMENTATION % | | | | | | |
| FILTER (NON-MENTHOL) | 88.5 | 88.0 | 86.7 | 84.9 | 87.0 | 86.4 |
| FILTER MENTHOL | 8.7 | 9.6 | 11.2 | 13.0 | 10.9 | 11.5 |
| NON-FILTER | 2.8 | 2.4 | 2.1 | 2.1 | 2.1 | 2.1 |

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LATIN AMERICA 33

| (GUATEMALA) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-------------------------------|------|------|------|------|------|------|
| PRICE SEGMENTATION % * | | | | | | |
| HIGH \$0.90 | 2.8 | 3.3 | 3.8 | 4.1 | 3.7 | 4.2 |
| MED-HIGH 0.68 | 24.2 | 23.2 | 24.3 | 24.4 | 18.1 | 13.8 |
| MEDIUM 0.59 | 56.8 | 57.7 | 58.6 | 59.9 | 67.9 | 72.8 |
| MED-LOW 0.48 | 13.4 | 13.4 | 11.2 | 9.5 | 8.2 | 7.1 |
| LOW 0.36 | 2.8 | 2.4 | 2.1 | 2.1 | 2.1 | 2.1 |
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| LOW | 2.3 | 2.5 | 2.8 | 3.2 | 2.6 | 3.3 |
| HIGH/FULL FLAVOR | 97.7 | 97.5 | 97.2 | 96.8 | 97.4 | 96.7 |
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLACK | 2.8 | 2.4 | 2.1 | 2.1 | 2.1 | 2.1 |
| BLOND | 97.2 | 97.6 | 97.9 | 97.9 | 97.9 | 97.9 |
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 16.4 | 16.0 | 13.5 | 11.7 | 10.4 | 9.3 |
| 80 MM to 85 MM | 76.3 | 74.9 | 77.8 | 80.4 | 84.0 | 87.3 |
| 90 MM TO 99 MM | 6.0 | 7.7 | 6.9 | 6.0 | 4.1 | 2.1 |
| OVER 100 MM | 1.3 | 1.4 | 1.8 | 1.9 | 1.5 | 1.3 |
| PACK COUNT SEGMENTATION % | | | | | | |
| 20 CIGTS/PACK | 100% | 100% | 100% | 100% | 95.1 | 82.1 |
| 10 CIGTS/PACK | -- | -- | -- | -- | 4.9 | 17.9 |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 96.5 | 96.3 | 94.5 | 94.7 | 95.4 | 95.2 |
| FLIP TOP BOX | 3.5 | 3.7 | 5.5 | 5.3 | 4.6 | 4.8 |

*PRICE PER 20'S PACK IN U.S. DOLLARS.

(GUATEMALA)

1986

1987

1988

1989

1990

1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

| | | | | | | |
|------------------|---|---|---|---|---|---|
| A) TELEVISION | 1 | 1 | 1 | 1 | 1 | 1 |
| B) RADIO | 1 | 1 | 1 | 1 | 1 | 1 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | |
|----------------------|-----|-----|-----|-----|-----|-----|
| WARNING ON: A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

TAR BANDS PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|-------|-------|-------|-------|-------|-------|
| TOTAL CIGARETTE CONSUMPTION (BILLIONS) | 46.3 | 50.6 | 46.4 | 51.3 | 52.5 | 51.6 |
| OF WHICH LOCAL MANUFACTURE: | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| POPULATION TOTAL (MILLIONS) | 80.0 | 81.9 | 83.3 | 84.6 | 81.2 | 82.1 |
| PER CAPITA CONSUMPTION | 579 | 618 | 557 | 606 | 646 | 629 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION (16%) | 34.5 | 38.0 | 36.9 | 35.6 | 36.2 | 32.9 |
| % OF FEMALE POPULATION | 10.0 | 11.0 | 11.0 | 11.0 | 11.0 | 10.0 |
| % OF MALE POPULATION | 27.0 | 31.0 | 31.0 | 29.0 | 30.0 | 28.0 |
| COMPANY SHARES | | | | | | |
| 1) MODERNA | 60.9 | 60.1 | 59.6 | 59.1 | 58.0 | 57.2 |
| 2) CIGATAM | 39.1 | 39.9 | 40.4 | 40.9 | 42.0 | 42.8 |

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LATIN AMERICA 36

(MEXICO)

1986 1987 1988 1989 1990 1991

BRAND FAMILY SHARES %

| BRAND NAME | TRADEMARK | OWNERSHIP | MANUFACTURER | | | | | | |
|-------------------|-----------|-----------|--------------|------|------|------|------|------|------|
| 1) MARLBORO | PM | | CIGATAM | 16.5 | 14.7 | 16.0 | 20.5 | 24.7 | 26.6 |
| 2) RALEIGH | MODERNA | | MODERNA | 24.2 | 21.4 | 21.1 | 23.0 | 24.7 | 23.8 |
| 3) FIESTA | MODERNA | | MODERNA | 18.9 | 15.4 | 13.6 | 12.8 | 11.7 | 11.2 |
| 4) MONTANA | MODERNA | | MODERNA | 2.0 | 5.7 | 8.0 | 8.9 | 8.5 | 8.9 |
| 5) DELICADOS | CIGATAM | | CIGATAM | 8.6 | 10.1 | 9.9 | 8.4 | 7.2 | 7.3 |
| 6) ALAS | MODERNA | | MODERNA | 6.6 | 7.6 | 7.4 | 6.1 | 5.4 | 5.4 |
| 7) FAROS | CIGATAM | | CIGATAM | 4.0 | 5.4 | 5.7 | 4.4 | 3.8 | 3.7 |
| 8) VICEROY | MODERNA | | MODERNA | 2.5 | 2.0 | 1.9 | 1.8 | 1.9 | 2.4 |
| 10) BENSON&HEDGES | PM | | CIGATAM | 1.2 | 1.1 | 1.4 | 2.0 | 2.2 | 2.1 |
| 11) BARONET | CIGATAM | | CIGATAM | 5.8 | 4.5 | 3.1 | 2.9 | 2.4 | 1.8 |
| 12) DEL PRADO | MODERNA | | MODERNA | 1.9 | 1.7 | 1.6 | 1.2 | 0.9 | 0.9 |
| 13) GRATOS | MODERNA | | MODERNA | - | - | 0.9 | 1.0 | 0.9 | 0.9 |
| 14) SALEM | RJR | | MODERNA | 0.2 | 0.4 | 0.5 | 0.6 | 0.8 | 0.9 |
| 15) KENT | MODERNA | | MODERNA | - | - | 0.9 | 0.9 | 1.0 | 0.7 |
| 16) DALTON | CIGATAM | | CIGATAM | - | 1.7 | 2.8 | 1.5 | 0.8 | 0.6 |
| 17) ARGENTINOS | MODERNA | | MODERNA | 1.0 | 1.0 | 0.9 | 0.7 | 0.6 | 0.5 |
| 18) BOHEMIOS | MODERNA | | MODERNA | - | 1.2 | 0.9 | 0.4 | 0.3 | 0.2 |
| OTHERS | | | | 5.5 | 5.2 | 3.4 | 2.9 | 2.2 | 2.1 |

MARKET SEGMENTATION %

| | | | | | | |
|----------------------|------|------|------|------|------|------|
| FILTER (NON-MENTHOL) | 76.1 | 70.0 | 71.4 | 75.0 | 77.9 | 79.3 |
| FILTER MENTHOL | 1.0 | 1.1 | 1.3 | 1.6 | 1.9 | 2.0 |
| NON-FILTER | 22.1 | 28.0 | 26.2 | 22.3 | 19.1 | 17.6 |
| NON FILTER MENTHOL | 0.8 | 0.9 | 1.1 | 1.1 | 1.1 | 1.1 |

PRICE SEGMENTATION %

| | | | | | | |
|--------|------|------|------|------|------|------|
| HIGH | 48.6 | 42.3 | 42.8 | 49.9 | 56.1 | 57.5 |
| MEDIUM | 29.4 | 29.8 | 29.9 | 27.8 | 24.9 | 23.8 |
| LOW | 22.0 | 27.9 | 27.3 | 22.3 | 19.0 | 18.7 |

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| (MEXICO) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| LOW (9.0 - 12mg. tar) | 3.6 | 3.2 | 3.4 | 4.0 | 5.0 | 6.0 |
| MEDIUM (13.0 - 15mg. tar) | 6.9 | 7.1 | 6.5 | 4.4 | 3.4 | 2.6 |
| HIGH/FULL FLAVOR (15.0 - 20mg. tar) | 89.5 | 89.7 | 90.1 | 91.6 | 91.6 | 91.4 |
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLOND: AMERICAN | 47.2 | 41.0 | 42.3 | 49.9 | 55.9 | 57.5 |
| MIXED | 29.4 | 30.3 | 30.0 | 27.7 | 25.0 | 23.7 |
| BLACK | 23.4 | 28.7 | 27.7 | 22.4 | 19.1 | 18.9 |
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 31.9 | 30.8 | 29.5 | 29.7 | 30.5 | 29.0 |
| 71 MM TO 79 MM | 14.8 | 18.8 | 19.5 | 15.8 | 13.3 | 13.6 |
| 80 MM to 85 MM | 52.0 | 49.3 | 49.6 | 52.8 | 54.2 | 55.1 |
| 100MM | 1.3 | 1.1 | 1.4 | 1.7 | 2.0 | 2.3 |
| PACK COUNT SEGMENTATION % | | | | | | |
| 11 TO 15 CIGTS/PACK | 4.0 | 7.1 | 8.1 | 5.9 | 4.5 | 4.2 |
| 16 TO 19 CIGTS/PACK | 10.8 | 14.6 | 14.3 | 11.2 | 9.6 | 9.6 |
| 20 CIGTS/PACK | 85.2 | 78.3 | 77.6 | 82.9 | 85.9 | 86.2 |
| PACK TYPE SEGMENTATION % | | | | | | |
| FLIP TOP BOX | 17.1 | 23.0 | 26.6 | 29.7 | 31.8 | 32.9 |
| SOFT PACK | 82.9 | 77.0 | 73.4 | 70.3 | 68.2 | 67.1 |
| CIGARETTE ADVERTISING MEDIA AVAILABILITY | | | | | | |
| *NOTATIONS: 1) YES | | | | | | |
| 2) BANNED | | | | | | |
| 3) RESTRICTED | | | | | | |
| A) TELEVISION | 3 | 3 | 3 | 3 | 3 | 3 |
| B) RADIO | 3 | 3 | 3 | 3 | 3 | 3 |
| C) NEWSPAPERS | 3 | 3 | 3 | 3 | 3 | 3 |
| D) MAGAZINES | 3 | 3 | 3 | 3 | 3 | 3 |
| E) COUPONS | 2 | 2 | 2 | 2 | 2 | 2 |
| F) POINT OF SALE | 3 | 3 | 3 | 3 | 3 | 3 |
| G) BILLBOARDS | 3 | 3 | 3 | 3 | 3 | 3 |
| H) CINEMA | 3 | 3 | 3 | 3 | 3 | 3 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

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(MEXICO)

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|-------|-------|-------|-------|-------|-------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 832.1 | 809.7 | 671.4 | 618.4 | 775.2 | 746.1 |
| POPULATION TOTAL (MILLIONS) | 2,093 | 2,146 | 2,199 | 2,254 | 2,315 | 2,373 |
| PER CAPITA CONSUMPTION | 398 | 377 | 305 | 274 | 335 | 314 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION | 27 | NA | NA | NA | 19 | NA |
| % OF FEMALE POPULATION | 24 | NA | NA | NA | 7 | NA |
| % OF MALE POPULATION | 76 | NA | NA | NA | 32 | NA |
| COMPANY SHARES | | | | | | |
| 1) TISA (BAT) | 59.8 | 60.4 | 60.4 | 63.5 | 64.1 | 64.5 |
| 2) TABACAL (PMI) | 40.2 | 39.6 | 39.6 | 36.5 | 35.9 | 35.5 |
| BRAND FAMILY SHARES % | | | | | | |
| TRADEMARK | | | | | | |
| BRAND NAME OWNERSHIP MANUFACTURER | | | | | | |
| 1) VICEROY BAT TISA | 33.1 | 33.8 | 32.9 | 32.7 | 31.8 | 31.3 |
| 2) MARLBORO PMI TABACAL | 21.1 | 21.6 | 21.4 | 19.3 | 20.1 | 19.1 |
| 3) KOOL BAT TISA | 13.0 | 13.1 | 13.0 | 13.7 | 14.6 | 15.2 |
| 4) LUCKY STRIKE BAT TISA | 1.3 | 1.8 | 3.0 | 5.0 | 7.2 | 8.6 |
| 5) MENTOLADOS TABACAL TABACAL | 8.3 | 8.1 | 8.5 | 8.4 | 7.5 | 7.3 |
| 6) RECORD BAT TISA | 3.8 | 3.9 | 4.2 | 4.7 | 3.9 | 4.0 |
| 7) L&M PMI TABACAL | - | - | - | - | 0.7 | 3.7 |
| 8) IMPERIAL BAT TISA | 3.1 | 3.0 | 3.1 | 3.3 | 3.0 | 3.0 |
| 9) BELMONT BAT TISA | 4.4 | 4.0 | 3.7 | 3.6 | 2.6 | 2.2 |
| 10) WEST REEMTSMA TABACAL | 3.5 | 3.7 | 3.6 | 3.5 | 3.1 | 1.9 |
| 11) MERIT PMI TABACAL | 1.9 | 1.9 | 2.0 | 1.8 | 1.6 | 1.4 |
| 12) MONTEREY TABACAL TABACAL | 1.9 | 1.6 | 1.5 | 1.3 | 1.1 | 0.7 |
| 13) NACIONAL TABACAL TABACAL | 1.0 | 0.8 | 0.8 | 0.6 | 0.6 | 0.4 |
| 14) PARLIAMENT PMI TABACAL | 0.7 | 0.6 | 0.6 | 0.5 | 0.4 | 0.4 |
| OTHERS | 4.2 | 3.9 | 4.7 | 6.6 | 1.8 | 0.8 |

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| | | | | | | |
|-------------------------------------|-------|-------|-------|-------|-------|-------|
| (PANAMA) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
| MARKET SEGMENTATION % | | | | | | |
| FILTER (NON-MENTHOL) | 75.2 | 75.4 | 74.8 | 74.1 | 74.8 | 74.5 |
| FILTER MENTHOL | 24.8 | 24.6 | 25.2 | 25.9 | 25.2 | 25.5 |
| PLAIN | -- | -- | -- | -- | -- | -- |
| PRICE SEGMENTATION % | | | | | | |
| PREMIUM | -- | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| HIGH | 71.3 | 71.6 | 70.3 | 68.4 | 68.7 | 67.6 |
| MEDIUM | 13.7 | 13.0 | 13.0 | 12.7 | 10.7 | 9.9 |
| LOW | 15.0 | 15.2 | 16.5 | 18.7 | 20.4 | 22.3 |
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| LOW (8.0-11.5mg. tar) | 3.0 | 3.6 | 4.2 | 4.3 | 4.4 | 4.9 |
| HIGH/FULL FLAVOR (15.0-17.0mg. tar) | 97.0 | 96.4 | 95.8 | 95.7 | 95.6 | 95.1 |
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLOND: AMERICAN | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| LENGTH SEGMENTATION % | | | | | | |
| 80 mm to 85 MM | 99.8 | 99.8 | 99.8 | 99.8 | 99.8 | 99.8 |
| 100 MM | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| PACK COUNT SEGMENTATION % | | | | | | |
| UP TO 10 CIGTS/PACK | 53.6 | 55.4 | 57.8 | 59.7 | 58.7 | 59.9 |
| 20 CIGTS/PACK | 46.4 | 44.6 | 42.2 | 40.3 | 41.3 | 40.1 |
| PACK TYPE SEGMENTATION | | | | | | |
| SOFT PACK | 86.8 | 86.7 | 87.0 | 87.3 | 83.4 | 75.9 |
| FLIP TOP BOX | 13.2 | 13.3 | 13.0 | 12.7 | 16.1 | 24.1 |

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LATIN AMERICA 41

(PANAMA)

1986

1987

1988

1989

1990

1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

| | | | | | | |
|------------------|---|---|---|---|---|---|
| A) TELEVISION | 1 | 1 | 1 | 1 | 1 | 1 |
| B) RADIO | 1 | 1 | 1 | 1 | 1 | 1 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | |
|----------------------|-----|-----|-----|-----|-----|-----|
| WARNING ON: A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

TAR BANDS PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | | |
|--|-----------|--------------|-------|---------|-------|---------|------|------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 2,996 | 3,301 | 3,188 | 3,082.6 | 2,924 | 3,010.4 | | |
| LOCAL MANUFACTURE | 2,485 | 2724 | 2538 | 2379 | 2114 | 2,102.6 | | |
| IMPORTED FROM USA | 511 | 577 | 608 | 599.6 | 706 | 803.5 | | |
| IMPORTED FROM GUATEMALA | -- | -- | 42 | 104 | 104 | 104.3 | | |
| POPULATION TOTAL (MILLIONS) | 3.2 | 3.3 | 3.3 | 3.3 | 3.3 | 3.5 | | |
| PER CAPITA CONSUMPTION | 936 | 1000 | 966 | 934 | 885 | 860 | | |
| SMOKER INCIDENCE | | | | | | | | |
| % OF TOTAL POPULATION | 22.1 | 22.1 | 22.1 | N/A | 42.5 | 41.6 | | |
| % OF FEMALE POPULATION | 12.0 | 12.0 | 12.0 | N/A | 39.8 | 38.8 | | |
| % OF MALE POPULATION | 31.0 | 31.0 | 31.0 | N/A | 45.5 | 44.6 | | |
| COMPANY SHARES | | | | | | | | |
| 1) RJR | 75.8 | 74.1 | 79.6 | 77.2 | 72.3 | 69.8 | | |
| 2) P.M. | 13.0 | 12.2 | 13.1 | 12.6 | 16.3 | 18.8 | | |
| OTHERS | 11.2 | 13.7 | 7.3 | 10.2 | 11.4 | 11.4 | | |
| BRAND FAMILY SHARES % | | | | | | | | |
| | TRADEMARK | | | | | | | |
| BRAND NAME | OWNERSHIP | MANUFACTURER | | | | | | |
| 1) WINSTON | RJR | RJR | 62.8 | 62.6 | 70.4 | 68.6 | 63.4 | 61.5 |
| 2) MARLBORO | PM | PM | 5.5 | 5.3 | 6.0 | 5.8 | 8.1 | 9.9 |
| 3) SALEM | RJR | RJR | 10.8 | 9.6 | 8.5 | 8.0 | 8.0 | 7.9 |
| 4) MERIT | PM | PM | 5.4 | 5.0 | 5.1 | 4.9 | 5.9 | 5.9 |
| OTHERS | | | 15.5 | 17.5 | 10.0 | 12.7 | 14.6 | 14.8 |

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| | | | | | | |
|-------------------------------|-------|-------|-------|--------|-------|-------|
| (PUERTO RICO) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
| MARKET SEGMENTATION % | | | | | | |
| FILTER (NON-MENTHOL) | 85.0 | 85.0 | 85.4 | 84.6 | 83.3 | 83.6 |
| FILTER MENTHOL | 14.0 | 14.0 | 14.4 | 15.2 | 16.5 | 16.3 |
| NON-FILTER | 1.0 | 1.0 | 0.2 | 0.2 | 0.2 | 0.1 |
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| LOW | 13.0 | 13.0 | 6.4 | 6.4 | 8.0 | 9.0 |
| FULL FLAVOR | 87.0 | 87.0 | 93.6 | 93.6 | 92.0 | 91.0 |
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLOND: AMERICAN | 100.0 | 100.0 | 100.0 | *100.0 | 100.0 | 100.0 |
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 1.0 | 1.0 | 1.0 | *1.0 | 0.2 | 0.1 |
| 80 MM to 85 MM | 97.0 | 97.0 | 97.0 | *97.0 | 97.2 | 97.0 |
| 100 MM | 2.0 | 2.0 | 2.0 | *2.0 | 2.6 | 2.9 |
| PACK COUNT SEGMENTATION % | | | | | | |
| UP TO 10 CIGTS/PACK | 14.6 | 14.4 | 14.2 | *14.2 | 14.0 | 16.1 |
| 20 CIGTS/PACK | 84.5 | 84.3 | 84.2 | *84.6 | 81.1 | 74.9 |
| 14 CIGTS/PACK | 0.5 | 0.7 | 0.9 | 1.2 | 4.9 | 9.0 |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 23.0 | 23.0 | 7.0 | 7.0 | 7.0 | 7.0 |
| FLIP TOP BOX | 77.0 | 77.0 | 93.0 | 93.0 | 93.0 | 93.0 |

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LATIN AMERICA 44

(PUERTO RICO)

1986

1987

1988

1989

1990

1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

| | | | | | | |
|------------------|---|---|---|---|---|---|
| A) TELEVISION | 2 | 2 | 2 | 2 | 2 | 2 |
| B) RADIO | 2 | 2 | 2 | 2 | 2 | 2 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 3 | 3 | 3 | 3 | 3 | 3 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | |
|----------------------|-----|-----|-----|-----|-----|-----|
| WARNING ON: A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | YES | YES | YES | YES | YES | YES |
| C) ADVERTISING | YES | YES | YES | YES | YES | YES |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|-----|-----|-----|-----|-----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | YES | YES | YES | YES | YES |

TAR BANDS PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

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LATIN AMERICA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|---------|---------|---------|---------|---------|---------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 2,789.2 | 3,136.9 | 3,201.8 | 3,308.3 | 3,145.1 | 3,255.5 |
| POPULATION TOTAL (MILLIONS) | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 |
| PER CAPITA CONSUMPTION | 930 | 1,045 | 2,067 | 1,103 | 1,048 | 1,085 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION | 33.0 | 34.0 | 34.0 | 34.0 | 37.0 | 35.0 |
| % OF FEMALE POPULATION | 46.0 | 49.0 | 49.0 | 49.0 | 14.0 | 45.0 |
| % OF MALE POPULATION | 54.0 | 51.0 | 51.0 | 51.0 | 23.0 | 54.0 |
| COMPANY SHARES | | | | | | |
| 1) MAILHOS GROUP | 76.8 | 77.3 | 77.3 | 77.3 | 76.1 | 74.8 |
| 2) A.H.S.A. - PM | 23.2 | 22.7 | 22.7 | 22.7 | 23.9 | 25.2 |

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| (URUGUAY) | | | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-------------------------------|---------------------|--------------|------|------|------|------|------|------|
| BRAND SHARES % | | | | | | | | |
| BRAND NAME | TRADEMARK OWNERSHIP | MANUFACTURER | | | | | | |
| 1) NEVADA | | MAILHOS | 34.3 | 37.7 | 39.0 | 39.6 | 39.0 | 37.4 |
| 2) CORONADO | | MAILHOS | 16.0 | 17.3 | 17.8 | 17.9 | 17.2 | 16.2 |
| 3) CASINO 80 | | AHSA | 14.3 | 13.1 | 13.0 | 12.8 | 13.0 | 13.4 |
| 4) FIESTA LIGHTS | | AHSA | 1.4 | 1.7 | 2.5 | 3.7 | 5.0 | 6.6 |
| 5) J&M LIGHTS | | MAILHOS | 4.1 | 4.2 | 4.4 | 4.6 | 5.0 | 5.6 |
| 6) CORONADO UL. LIGHTS | | MAILHOS | 3.1 | 3.0 | 3.0 | 2.9 | 2.4 | 2.2 |
| 7) MARLBORO | | AHSA | -- | 1.9 | 1.7 | 1.7 | 1.9 | 2.1 |
| 8) CORONADO LIGHTS | | MAILHOS | 0.3 | 0.2 | 0.1 | 0.5 | 1.9 | 2.0 |
| 9) J&M | | MAILHOS | 4.5 | 3.4 | 2.6 | 2.1 | 1.9 | 1.8 |
| 10) LA PAZ EXTRA | | MAILHOS | 4.0 | 3.0 | 2.5 | 2.3 | 2.0 | 1.7 |
| 11) GALAXY | | AHSA | 2.9 | 3.4 | 2.7 | 2.3 | 2.0 | 1.4 |
| 12) RICHMOND | | MAILHOS | 1.4 | 1.2 | 1.2 | 1.1 | 1.1 | 1.0 |
| 13) NEVADA LIGHTS BOX | | MAILHOS | -- | -- | -- | -- | -- | 1.0 |
| 14) LA PAZ C/F | | MAILHOS | 2.0 | 1.5 | 1.3 | 1.2 | 1.0 | 0.9 |
| 15) RICHMOND LIGHTS | | MAILHOS | 1.1 | 0.8 | 0.8 | 0.8 | 0.6 | 0.7 |
| OTHERS | | | 10.9 | 5.9 | 6.0 | 5.1 | 7.3 | 6.0 |
| MARKET SEGMENTATION % | | | | | | | | |
| FILTER (NON-MENTHOL) | | | 94.1 | 95.5 | 96.2 | 96.6 | 96.9 | 97.3 |
| FILTER MENTHOL | | | 0.1 | 0.1 | 0.1 | -- | 0.1 | 0.1 |
| NON-FILTER | | | 5.8 | 4.4 | 3.9 | 3.4 | 3.0 | 2.6 |
| PRICE SEGMENTATION | | | | | | | | |
| PREMIUM | | | 2.4 | 2.0 | 1.9 | 1.9 | 2.0 | 1.9 |
| HIGH | | | 63.5 | 68.1 | 69.2 | 70.6 | 71.0 | 71.2 |
| MEDIUM | | | 27.3 | 23.4 | 22.1 | 21.3 | 21.3 | 21.9 |
| LOW | | | 6.8 | 6.5 | 6.8 | 6.2 | 5.7 | 5.0 |
| TAR & NICOTINE SEGMENTATION % | | | | | | | | |
| | | FTC-TAR | | | | | | |
| ULTRA LOW | FROM 0 TO 6 | | 0.3 | 2.0 | 0.1 | -- | -- | - |
| LOW | FROM 6 TO 9 | | 6.4 | 5.2 | 5.3 | 5.2 | 4.4 | 3.6 |
| MEDIUM | FROM 10 TO 15 | | 21.1 | 7.9 | 8.6 | 44.1 | 48.6 | 31.4 |
| HIGH/FULL FLAVOR | 15 - ABOVE | | 72.2 | 84.9 | 86.0 | 50.7 | 47.0 | 65.0 |

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| (URUGUAY) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLOND: AMERICAN | 91.4 | 93.5 | 94.6 | 95.1 | 95.7 | 96.4 |
| BLACK | 8.6 | 6.5 | 5.4 | 4.9 | 4.3 | 3.6 |
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 7.2 | 5.2 | 4.4 | 4.0 | 3.4 | 2.9 |
| 80 MM to 85 MM | 90.8 | 93.2 | 94.3 | 94.8 | 95.6 | 96.4 |
| 100MM | 2.0 | 1.6 | 1.3 | 1.2 | 1.0 | 0.7 |
| PACK COUNT SEGMENTATION % | | | | | | |
| UP TO 10 CIGTS/PACK | 7.9 | 5.8 | 5.6 | 5.4 | 5.4 | 5.4 |
| 16 TO 19 CIGTS/PACK | 6.9 | 5.1 | 4.2 | 3.9 | 3.3 | 2.8 |
| 20 CIGTS/PACK | 85.0 | 88.9 | 90.1 | 90.6 | 91.2 | 91.7 |
| 21 TO 24 CIGTS/PACK | -- | -- | -- | -- | -- | -- |
| 25 CIGTS/PACK (27 CIGTS/PACK) | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 97.9 | 97.6 | 96.7 | 95.0 | 91.9 | 88.4 |
| FLIP TOP BOX | 2.1 | 2.4 | 3.3 | 5.0 | 8.1 | 11.6 |
| CIGARETTE ADVERTISING MEDIA AVAILABILITY | | | | | | |
| *NOTATIONS: 1) YES | | | | | | |
| 2) BANNED | | | | | | |
| 3) RESTRICTED | | | | | | |
| A) TELEVISION | 1 | 1 | 1 | 1 | 1 | 1 |
| B) RADIO | 1 | 1 | 1 | 1 | 1 | 1 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |

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| (URUGUAY) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---------------------------------------|-------|-------|-------|-------|-------|-------|
| HEALTH WARNING & T&N LISTINGS | | | | | | |
| ANSWER EITHER: YES OR NO | | | | | | |
| WARNING ON: | | | | | | |
| A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | YES | YES | YES | YES | YES | YES |
| SPECIFIC T&N NUMBERS ON: | | | | | | |
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |
| TAR BAND PRINTED ON: | | | | | | |
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |
| CONSUMPTION OF OTHER TOBACCO PRODUCTS | | | | | | |
| ROLL YOUR OWN (THOUSAND KILOS) | 680.5 | 757.3 | 829.0 | 856.0 | 1,047 | 983.7 |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|--------|--------|--------|--------|--------|--------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 17,436 | 17,380 | 17,800 | 17,292 | 15,862 | 12,656 |
| POPULATION TOTAL (MILLIONS) | 17.8 | 18.3 | 18.7 | 19.2 | 19.7 | 18.1 |
| PER CAPITA CONSUMPTION | 1,021 | 951 | 949 | 898 | 804 | 699 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION | 19.2 | 20.0 | 20.0 | 19.0 | 30.0 | 25.0 |
| % OF FEMALE POPULATION | 43.0 | 43.0 | 43.0 | 43.0 | 34.0 | 23.0 |
| % OF MALE POPULATION | 57.0 | 57.0 | 57.0 | 57.0 | 27.0 | 26.0 |
| COMPANY SHARES | | | | | | |
| 1) BIGOTT (BAT) | 81.3 | 76.5 | 76.5 | 73.0 | 75.7 | 76.9 |
| 2) CATANA | 18.7 | 23.5 | 23.5 | 27.0 | 24.3 | 23.1 |

(VENEZUELA)

1986 1987 1988 1989 1990 1991

BRAND FAMILY SHARES %

| BRAND NAME | TRADEMARK OWNERSHIP | MANUFACTURER | | | | | | |
|-------------|------------------------|--------------|------|------|------|------|------|------|
| 1) BELMONT | BIGOTT | BIGOTT | 41.0 | 42.8 | 47.2 | 45.7 | 40.5 | 40.6 |
| 2) CONSUL | B.A.T. | BIGOTT | 38.3 | 33.1 | 31.8 | 22.9 | 34.3 | 35.6 |
| 3) ASTOR | CATANA | CATANA | 11.5 | 12.1 | 11.3 | 13.5 | 9.4 | 13.5 |
| 4) FORTUNA | CATANA | CATANA | -- | -- | -- | 10.7 | 11.0 | 6.0 |
| 5) MARLBORO | P. MORRIS | CATANA | 1.0 | 1.6 | 2.0 | 2.5 | 3.7 | 3.6 |
| 6) YORK | CATANA | CATANA | 2.8 | 2.0 | 1.2 | 1.5 | -- | -- |
| 7) LIDER | P. MORRIS | CATANA | 2.5 | 2.2 | 1.3 | 1.1 | -- | -- |
| 8) VICEROY | B.A.T. | BIGOTT | 0.3 | 0.5 | 0.5 | 0.5 | 0.5 | 0.3 |
| 9) OTHERS | | | 2.6 | 5.7 | 4.7 | 1.6 | 0.6 | 0.4 |

MARKET SEGMENTATION %

| | | | | | | |
|----------------------|------|------|------|------|------|------|
| FILTER (NON-MENTHOL) | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |
| FILTER MENTHOL | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| NON-FILTER | --- | --- | --- | --- | --- | --- |

PRICE SEGMENTATION % (SHARES)

| | | | | | | |
|---------|------|------|------|------|------|------|
| PREMIUM | 1.4 | 1.4 | 1.5 | 3.2 | 1.5 | 4.3 |
| HIGH | 5.15 | 59.0 | 54.1 | 59.3 | 43.2 | 40.7 |
| MEDIUM | 47.1 | 39.6 | 39.2 | 26.9 | -- | -- |
| LOW | --- | --- | 5.2 | 10.6 | 55.3 | 55.0 |

PRICE SEGMENTATION (US\$ PRICE)

| | | | | | | |
|--------------|---------|---------|---------|---------|---------|--------|
| PREMIUM | .63-.61 | .59-.61 | 0.45 | 0.37 | 0.68 | 0.76 |
| HIGH | .51 | .54 | 0.40 | 0.33 | 0.64 | 0.71 |
| MEDIUM | --- | --- | 0.35 | 0.30 | -- | -- |
| LOW | .43 | .45 | 0.33 | 0.28 | 0.58 | (55.0) |
| (BASE Bs/\$) | (11.80) | (13.45) | (20.00) | (30.00) | (53.00) | -- |

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| (VENEZUELA) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 97.3 | 95.7 | 95.9 | 95.1 | 95.9 | 94.8 |
| 80 MM to 85 MM | 2.5 | 3.9 | 3.6 | 4.4 | 3.5 | 4.6 |
| 100MM | 0.2 | 0.4 | 0.5 | 0.5 | 0.6 | 0.6 |
| PACK COUNT SEGMENTATION % | | | | | | |
| 20 CIGTS/PACK | 99.9 | 96.9 | 95.9 | 94.3 | 89.3 | 85.1 |
| 10 CIGTS/PACK | 0.1 | 2.9 | 3.9 | 5.6 | 10.7 | 14.9 |
| 14 CIGTS/PACK | -- | 0.2 | 0.2 | 0.1 | -- | -- |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 98.3 | 96.9 | 96.8 | 96.0 | 96.6 | 95.4 |
| FLIP TOP BOX | 1.7 | 3.1 | 3.2 | 4.0 | 3.4 | 4.6 |
| CIGARETTE ADVERTISING MEDIA AVAILABILITY | | | | | | |
| *NOTATIONS: 1) YES | | | | | | |
| 2) BANNED | | | | | | |
| 3) RESTRICTED | | | | | | |
| A) TELEVISION | 2 | 2 | 2 | 3/2 | 3/2 | 2 |
| B) RADIO | 2 | 2 | 2 | 3/2 | 3/2 | 2 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1/2 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | 1 | 1 | 1 | 1 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 1 |
| I) SAMPLING | 1 | 1 | 1 | 1 | 1 | 1 |
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| LOW (Under 10.0mg/cig; | | | | | | |
| Nicotine: under 0.70mg/cig) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| MEDIUM (Under 10.0mg/cig; | | | | | | |
| Nicotine: under 0.70mg/cig) | 5.9 | 7.1 | -- | -- | -- | -- |
| HIGH/FULL FLAVOR (Over 10.0mg/cig; | | | | | | |
| Nicotine: over .70mg/cig) | 94.0 | 92.8 | 99.9 | 99.9 | 99.9 | 99.9 |

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(VENEZUELA)

1986 1987 1988 1989 1990 1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | |
|----------------------|-----|-----|-----|-----|-----|-----|
| WARNING ON: A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | YES | YES | YES | YES | YES | YES |
| C) ADVERTISING | YES | YES | YES | YES | YES | YES |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

TAR BAND PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

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CANADA

CANADA

2657907940

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|--------|--------|--------|--------|--------|---------|
| TOTAL CIGARETTE CONSUMPTION (MILLIONS) | 55,437 | 52,419 | 50,915 | 47,430 | 45,710 | 38,907 |
| POPULATION TOTAL (MILLIONS) | 25.6 | 25.9 | 26.1 | 26.2 | 26.4 | 26.8 |
| PER CAPITA CONSUMPTION | 2,166 | 2,027 | 1,951 | 1,808 | 1,727 | 1,453.0 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION | 32.0 | N/A | N/A | N/A | N/A | N/A |
| % OF FEMALE POPULATION | 29.4 | N/A | N/A | N/A | N/A | N/A |
| % OF MALE POPULATION | 34.7 | N/A | N/A | N/A | N/A | N/A |
| COMPANY SHARES | | | | | | |
| 1) IMPERIAL | 51.45 | 54.6 | 56.3 | 58.0 | 60.3 | 62.1 |
| 2) ROTHMANS/BENSON & HEDGES* | 20.69 | 28.8 | 27.0 | 25.1 | 23.3 | 22.4 |
| 3) MACDONALD | 15.85 | 16.6 | 16.7 | 16.9 | 16.4 | 15.5 |
| 4) ROTHMANS* | 20.69 | --- | --- | --- | --- | --- |
| 5) B&H* | 11.85 | --- | --- | --- | --- | --- |

*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

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CANADA 1

| (CANADA) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | | |
|---|-----------|--------------|-------|------|------|------|------|------|
| BRAND FAMILY SHARES % | | | | | | | | |
| | TRADEMARK | | | | | | | |
| BRAND NAME | OWNERSHIP | MANUFACTURER | | | | | | |
| 1) PLAYERS | | IMPERIAL | 20.90 | 23.5 | 24.9 | 25.5 | 26.2 | 27.4 |
| 2) DU MAURIER | | IMPERIAL | 15.66 | 19.7 | 20.3 | 21.6 | 23.6 | 24.7 |
| 3) EXPORT | | MACDONALD | 11.32 | 12.9 | 14.1 | 14.7 | 14.6 | 13.8 |
| 4) CRAVEN | | ROTHMAN | 6.90 | 7.5 | 6.9 | 6.4 | 6.0 | 5.8 |
| 5) MATINEE | | IMPERIAL | 5.07 | 5.6 | 5.8 | 6.1 | 6.0 | 5.8 |
| 6) ROTHMANS | | ROTHMAN | 6.56 | 7.0 | 6.8 | 6.3 | 5.9 | 5.7 |
| 7) BENSON & HEDGES | | B & H | 5.99 | 4.1 | 3.8 | 3.6 | 3.4 | 3.5 |
| 8) BELVEDERE | | B & H | 2.15 | 2.6 | 2.6 | 2.4 | 2.3 | 2.0 |
| 9) NUMBER 7 | | ROTHMAN | 6.38 | 2.8 | 2.2 | 1.9 | 1.8 | 1.7 |
| 10) CAMEO | | IMPERIAL | 1.70 | 1.7 | 1.7 | 1.6 | 1.6 | 1.6 |
| 11) MARK TEN | | B & H | 1.50 | 1.9 | 1.8 | 1.7 | 1.5 | 1.2 |
| 12) VISCOUNT | | B & H | 1.25 | 1.4 | 1.3 | 1.3 | 1.2 | 1.2 |
| 13) PETER JACKSON | | IMPERIAL | 6.10 | 2.1 | 1.8 | 1.5 | 1.3 | 1.1 |
| 14) VANTAGE | | MACDONALD | 1.10 | 1.0 | 1.1 | 1.1 | 0.9 | 0.9 |
| 15) MACDONALD | | R.J. R. | 3.4 | 2.6 | 1.4 | 1.1 | 0.9 | 0.8 |
| MARKET SEGMENTATION % | | | | | | | | |
| FILTER | | | 98.27 | 98.4 | 98.6 | 98.7 | 98.8 | 98.9 |
| PLAIN | | | 1.73 | 1.6 | 1.4 | 1.3 | 1.2 | 1.1 |
| PRICE SEGMENTATION % | | | | | | | | |
| REGULAR | | | 99.1 | 96.9 | 81.9 | N/A | N/A | N/A |
| *ECONOMY/VALUE | | | .90 | 3.1 | 18.1 | N/A | N/A | N/A |
| NO PRICE SEGMENTATION AMONG 4 MAJOR DOMESTIC MANUFACTURES, EXCEPT FOR \$0.10 PER CARTON KING SIZE/REGULAR DIFFERENTIAL, UNTIL 1985 VALUE INITIATIVES. | | | | | | | | |

*(INCLUDES ALL GENERICS, WHICH ARE IMPORTED OR PRODUCED BY BASTOS AND VALUE INITIATIVES BY THE 4 DOMESTIC MANUFACTURERS SINCE SEPTEMBER 1985).

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CANADA 2

| (CANADA) | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| ULTRA LOW (0-5MG) | 8.7 | N/A | N/A | N/A | N/A | N/A |
| LOW (6-9MG) | 11.7 | N/A | N/A | N/A | N/A | N/A |
| MEDIUM (10-15MG) | 58.1 | N/A | N/A | N/A | N/A | N/A |
| HIGH/FULL FLAVOR (15MG+) | 21.5 | N/A | N/A | N/A | N/A | N/A |
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLOND: AMERICAN | 0.7 | 0.5 | 0.7 | 0.5 | 0.7 | 0.3 |
| VIRGINIA | 99.3 | 99.5 | 99.3 | 99.5 | 99.7 | 99.7 |
| CIGARETTE ADVERTISING MEDIA AVAILABILITY | | | | | | |
| *NOTATIONS: 1) YES | | | | | | |
| 2) BANNED | | | | | | |
| 3) RESTRICTED | | | | | | |
| A) TELEVISION | 2 | 2 | 2 | 2 | 2 | 2 |
| B) RADIO | 2 | 2 | 2 | 2 | 2 | 2 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 2 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 3 | 3 | 3 | 3 | 3 | 2 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 2 |
| G) BILLBOARDS | 3 | 3 | 3 | 3 | 3 | 2 |
| H) CINEMA | 1 | 1 | 1 | 1 | 1 | 2 |
| I) SAMPLING (12 MONTHS ON NEW INTRODUCTION) | | | | | | |

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CANADA 3

(CANADA)

1986 1987 1988 1989 1990 1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

| | | | | | | | |
|-------------|----------------|-----|-----|-----|-----|-----|-----|
| WARNING ON: | A) PACKS | YES | YES | YES | YES | YES | YES |
| | B) CARTONS | YES | YES | YES | YES | YES | YES |
| | C) ADVERTISING | YES | YES | YES | YES | YES | YES |

SPECIFIC T&N NUMBERS ON:

| | | | | | | |
|----------------|-----|-----|-----|-----|-----|-----|
| A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | YES | YES | YES | YES | YES | YES |

TAR BANDS PRINTED ON:

| | | | | | | |
|----------------|----|----|----|----|----|----|
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |

CONSUMPTION OF OTHER TOBACCO PRODUCTS

| | | | | | | |
|--|---------|-------|-------|-------|-------|-------|
| ROLL YOUR OWN (THOUSAND KILOS) | 7,412.8 | N/A | N/A | N/A | N/A | N/A |
| *CIGARS (MILLIONS) | 285.0 | 261.0 | 239.0 | 231.0 | 190.2 | 337.7 |
| *PIPE TOBACCO (THOUSAND KILOS) | 36.5 | N/A | N/A | N/A | N/A | N/A |
| *CHEWING TOBACCO (THOUSAND KILLOS) AND SNUFF (THOUSAND KILOS) | | | | | | |

*(LOCAL PRODUCTION. DOES NOT INCLUDE
IMPORTS WHICH REPRESENT A SUBSTANTIAL
PART OF THE MARKET).

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CANADA 4

USA

2657907945

U.S.A MARKET

2657907946

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A.

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--------------------------------------|---------|---------|---------|---------|---------|---------|
| TOTAL CIGARETTE SHIPMENTS (MILLIONS) | 581,933 | 570,034 | 557,803 | 523,587 | 521,811 | 509,217 |
| POPULATION TOTAL (MILLIONS) | 240.9 | 243.1 | 246.0 | 248.3 | 250.4 | 252.5 |
| PER CAPITA CONSUMPTION | 2,416 | 2,345 | 2,267 | 2,109 | 2,084 | 2,017 |
| SMOKER INCIDENCE | | | | | | |
| % OF TOTAL POPULATION | 31.2 | 30.3 | 29.0 | 28.8 | 29.1 | 27.7 |
| % OF FEMALE POPULATION | 29.2 | 28.4 | 27.0 | 26.9 | 27.3 | 26.0 |
| % OF MALE POPULATION | 33.4 | 32.5 | 31.1 | 30.8 | 31.1 | 29.7 |
| COMPANY SHARES | | | | | | |
| 1) PHILIP MORRIS | 36.9 | 37.8 | 39.3 | 41.9 | 42.3 | 43.3 |
| 2) R.J. REYNOLDS | 32.4 | 32.5 | 31.8 | 28.5 | 29.6 | 27.8 |
| 3) BROWN & WILLIAMSON | 11.7 | 11.0 | 10.9 | 11.4 | 10.3 | 11.1 |
| 4) LORILLARD | 8.1 | 8.2 | 8.2 | 7.9 | 7.6 | 7.3 |
| 5) AMERICAN BRANDS | 7.2 | 6.9 | 7.0 | 7.0 | 6.8 | 7.0 |
| 6) THE LIGGETT GROUP | 3.8 | 3.5 | 2.8 | 3.3 | 3.4 | 3.4 |

SOURCES: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER, CENSUS BUREAU

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(U.S.A.)

| | | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | |
|-----------------------|-----------|--------------------|------|------|------|------|------|------|
| BRAND FAMILY SHARES % | | | | | | | | |
| | TRADEMARK | | | | | | | |
| BRAND NAME | OWNERSHIP | MANUFACTURER | | | | | | |
| 1) MARLBORO | | PHILIP MORRIS | 23.1 | 23.6 | 24.9 | 26.4 | 26.0 | 25.8 |
| 2) WINSTON | | R.J. REYNOLDS | 11.2 | 11.1 | 10.8 | 9.0 | 8.8 | 7.5 |
| 3) SALEM | | R.J. REYNOLDS | 7.8 | 7.7 | 7.3 | 6.2 | 6.2 | 5.5 |
| 4) NEWPORT | | LORILLARD | 3.8 | 4.2 | 4.4 | 4.7 | 4.6 | 4.7 |
| 5) KOOL | | BROWN & WILLIAMSON | 6.4 | 6.0 | 6.0 | 6.0 | 4.9 | 4.6 |
| 6) DORAL | | R. J. REYNOLDS | 2.1 | 3.0 | 3.4 | 3.6 | 4.3 | 4.6 |
| 7) CAMEL | | R.J. REYNOLDS | 4.3 | 4.2 | 4.3 | 3.9 | 4.4 | 4.0 |
| 8) BENSON & HEDGES | | PHILIP MORRIS | 4.3 | 4.2 | 3.9 | 3.9 | 3.6 | 3.2 |
| 9) MERIT | | PHILIP MORRRIS | 4.0 | 3.9 | 3.8 | 3.8 | 3.5 | 3.1 |
| 10) VIRGINIA SLIMS | | PHILIP MORRIS | 2.9 | 3.1 | 3.0 | 3.2 | 3.1 | 2.8 |
| 11) CAMBRIDGE | | PHILIP MORRIS | 0.6 | 1.1 | 1.8 | 2.3 | 2.5 | 2.8 |
| 12) GENERICS | | BROWN & WILLIAMSON | 1.8 | 1.6 | 1.4 | 1.1 | 1.3 | 2.1 |
| 13) VANTAGE | | R.J. REYNOLDS | 3.2 | 3.1 | 3.0 | 2.5 | 2.4 | 2.0 |
| 14) GENERICS | | PHILIP MORRIS | 0.1 | 0.2 | 0.3 | 0.3 | 0.7 | 1.9 |
| 15) PALL MALL | | AMERICAN | 3.2 | 3.1 | 2.9 | 2.7 | 2.2 | 1.9 |
| 16) OTHERS | | | 21.2 | 19.9 | 18.8 | 20.4 | 21.5 | 23.5 |
| MARKET SEGMENTATION % | | | | | | | | |
| FILTER (NON-MENTHOL) | | | 67.0 | 67.2 | 67.8 | 68.5 | 69.7 | 70.4 |
| FILTER MENTHOL | | | 27.5 | 27.7 | 27.5 | 27.1 | 26.3 | 25.9 |
| NON-FILTER | | | 5.5 | 5.1 | 4.7 | 4.3 | 4.0 | 3.7 |
| PRICE SEGMENTATION % | | | | | | | | |
| HIGH | | | 91.1 | 89.8 | 88.9 | 85.2 | 80.8 | 75.0 |
| ECONOMY | | | 8.9 | 10.2 | 11.1 | 14.8 | 19.2 | 25.0 |

*Economy includes all Generic packings (B&W Generics, Liggett Generics, Cambridge, Falcon Lts., American Lights, Alpine, PM Generics, R.J.R. Generics, Doral, Pyramid, Bristol, Magna, Sterling, Misty, Bull Durham, Raleigh Extra) and Value Packings (Century, Richland, Players 25's, Malibu, Heritage and Stride).

(USA)

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-------------------------------|-------|-------|-------|-------|-------|-------|
| TAR & NICOTINE SEGMENTATION % | | | | | | |
| ULTRA LOW (0-6 mg. tar) | 10.2 | 10.6 | 11.2 | 11.5 | 12.0 | 12.5 |
| MEDIUM (7-15 mg. tar) | 39.9 | 39.9 | 40.1 | 43.2 | 40.5 | 41.5 |
| HIGH/FULL FLAVOR (16+ mgs.) | 44.5 | 44.4 | 44.0 | 41.0 | 44.0 | 38.5 |
| TOBACCO TYPE SEGMENTATION % | | | | | | |
| BLEND: AMERICAN BLEND | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

*ADJUSTED OFFICIAL LOW TAR MARKET SHARES
SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

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USA 3

(U.S.A.)

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---------------------------|------|------|------|------|------|------|
| LENGTH SEGMENTATION % | | | | | | |
| 70 MM AND SHORTER | 2.4 | 2.2 | 2.0 | 1.8 | 1.7 | 1.5 |
| 80 mm to 85 MM | 57.6 | 57.2 | 57.2 | 57.1 | 56.8 | 56.5 |
| 100 MM | 37.5 | 38.2 | 38.4 | 38.6 | 39.1 | 39.8 |
| OVER 100 MM (120's) | 2.5 | 2.4 | 2.4 | 2.5 | 2.3 | 2.2 |
| PACK COUNT SEGMENTATION % | | | | | | |
| 20 CIGTS/PACK | 97.4 | 97.6 | 98.2 | 98.6 | 98.8 | 99.1 |
| 25 CIGTS/PACK | 2.6 | 2.4 | 1.8 | 1.4 | 1.2 | 0.9 |
| PACK TYPE SEGMENTATION % | | | | | | |
| SOFT PACK | 81.3 | 80.4 | 78.5 | 76.8 | 76.4 | 74.7 |
| FLIP TOP BOX | 18.7 | 19.6 | 21.5 | 23.2 | 23.6 | 25.3 |

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

| | | | | | | |
|------------------|----|----|-----|-----|------|------|
| A) TELEVISION | 2 | 2 | 2 | 2 | 2 | 2 |
| B) RADIO | 2 | 2 | 2 | 2 | 2 | 2 |
| C) NEWSPAPERS | 1 | 1 | 1 | 1 | 1 | 1 |
| D) MAGAZINES | 1 | 1 | 1 | 1 | 1 | 1 |
| E) COUPONS | 1 | 1 | 1 | 1 | 1 | 1 |
| F) POINT OF SALE | 1 | 1 | 1 | 1 | 1 | 1 |
| G) BILLBOARDS | 1 | 1 | **1 | **1 | **1 | **1 |
| H) CINEMA | 1 | 1 | 1 | 1 | ***2 | ***2 |
| I) SAMPLING | *3 | *3 | *3 | *3 | 3 | 3 |
| J) TRANSIT | - | - | - | - | - | +3 |

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

*Banned in at least 4 markets.

**Banned in Portland, ME, Manchester, Burlington, Utah, Alaska.

***Not used based on internal policy decision.

+Banned in Boston and San Francisco

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(U.S.A.)

| | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|---------|---------|--------|------|------|------|
| HEALTH WARNING & T&N LISTINGS | | | | | | |
| ANSWER EITHER: YES OR NO | | | | | | |
| WARNING ON: | | | | | | |
| A) PACKS | YES | YES | YES | YES | YES | YES |
| B) CARTONS | YES | YES | YES | YES | YES | YES |
| C) ADVERTISING | YES | YES | YES | YES | YES | YES |
| SPECIFIC T&N NUMBERS ON: | | | | | | |
| A) PACKS | NO | NO | NO | NO | *NO | *NO |
| B) CARTONS | NO | NO | NO | NO | *NO | *NO |
| C) ADVERTISING | YES | YES | YES | YES | YES | YES |
| TAR BANDS PRINTED ON: | | | | | | |
| A) PACKS | NO | NO | NO | NO | NO | NO |
| B) CARTONS | NO | NO | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO | NO | NO |
| CONSUMPTION OF OTHER TOBACCO PRODUCTS | | | | | | |
| CIGARS (MILLIONS) | 2,968.1 | 2,768.4 | 2,541 | | | |
| PIPE TOBACCO - DOMESTIC (THOUSAND LBS.) | 15,623 | 13,756 | 12,506 | | | |
| LITTLE CIGARS | 966.6 | 453.5 | 1,166 | | | |
| ROLL YOUR OWN (THOUSAND LBS.) | 3,386 | 3,396 | 3,871 | | | |
| CHEWING TOBACCO (THOUSAND LBS.) | 78,794 | 76,394 | 74,691 | | | |
| SNUFF (THOUSAND LBS.) | 46,688 | 45,093 | 47,809 | | | |
| BIDI (MILLIONS) | N/A | N/A | N/A | | | |
| KRETEK (MILLIONS) | 42.558 | 44,922 | 41,283 | | | |

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

*BUT ARE USED FOR SOME BRANDS.

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